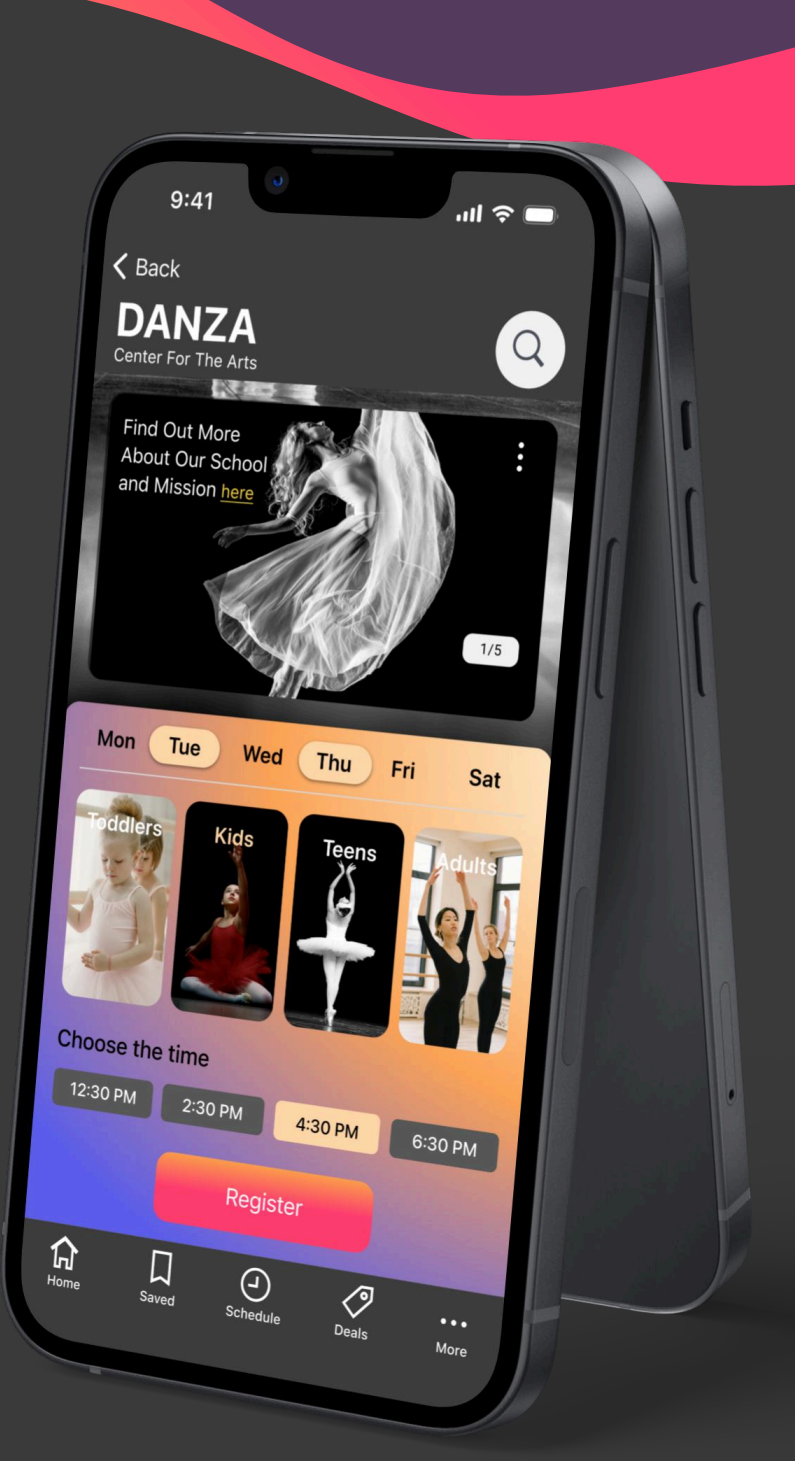
Activity Connect

One-Stop Solution for Users & Businesses

Mobile App Design for iOS & Android
UI/UX Case Study by Lilit Postoyan
Date: Spring 2025



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Sat
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Teens
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ABOUT

Activity Connect is a native mobile app that bridges the gap between activity seekers and service providers. It's a mobile app designed to find the right fit, and to simplify the process of discovering, comparing, and registering for activities and classes.

For businesses, it provides an opportunity to showcase their offerings, reach a wider audience, and grow their customer base.

Objectives

- To make activity discovery and registration easy, quick, and stress-free.
- To help businesses reach a wider audience and efficiently promote their offerings.
- To offer a native mobile experience for seamless usability, push notifications, and integration with device features like GPS and calendars.

OVERVIEW

Problem

Finding and enrolling in activities or classes is often a frustrating and time-consuming process for individuals and parents.

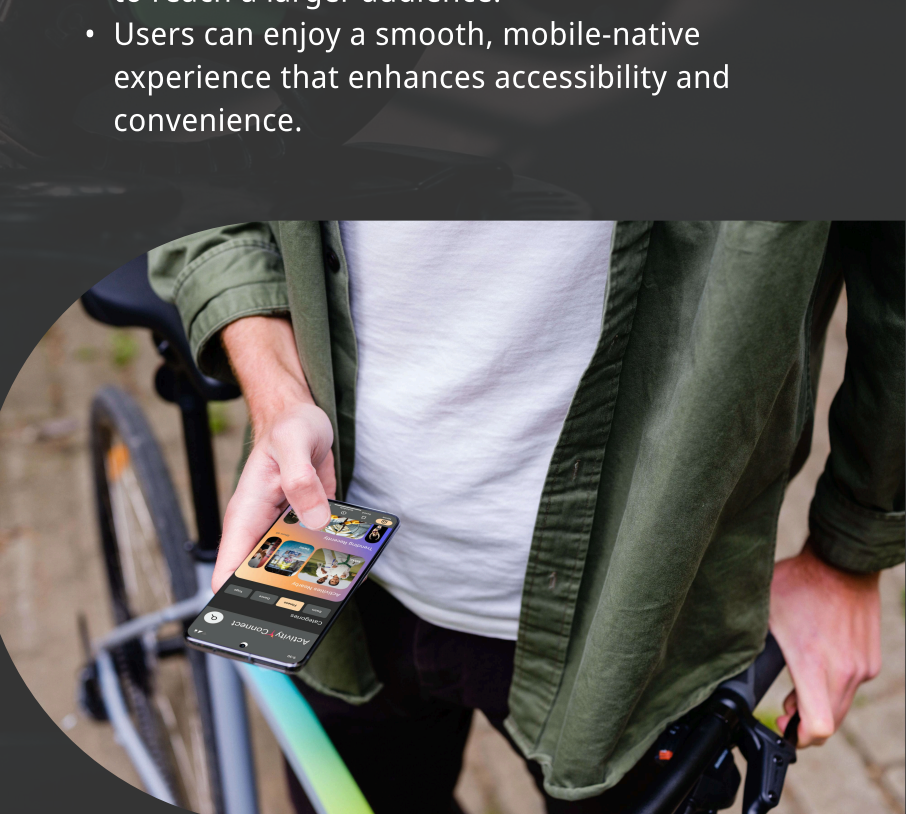
The main reasons are:

- There is no dedicated mobile app that connects individuals with a wide range of activities while also supporting businesses in reaching potential customers.
- Users need to browse multiple websites and social media pages to find available classes.
- They must manually compare schedules, pricing, and find the locations.
- They often struggle with outdated or incomplete information.

Solution

Activity Connect offers a modern solution to a widespread problem by providing a centralized platform, one-stop smart search with a set of key features, where:

- Individuals and Parents can effortlessly search, compare, and register for activities.
- Businesses can list and promote their offerings to reach a larger audience.
- Users can enjoy a smooth, mobile-native experience that enhances accessibility and convenience.



Target Audience

- Individuals & Parents – Looking for a quick and reliable way to find and register for activities without the hassle of searching multiple sources.
- Businesses & Service Providers – Seeking an efficient way to showcase their activities and attract more customers.

DESIGN PROCESS

Discover
- User Interviews
- User Research
- Competitive Analysis

Define
- User Persona
- Empathy Map

Ideate
- User Flow
- Card Sorting
- Information Architecture

Design
- Wireframe
- Visual Design

Test
- Usability Testing
- Implementing Feedback

The design of Activity Connect was an iterative journey, refined at every stage. In the discover and define phases, I identified user needs and established key features for a seamless experience.

Next, I conducted a competitive analysis to explore similar platforms and identify gaps in the market. I developed user personas and user flows to map out how users would navigate the app efficiently.

Moving into the design phase, I created wireframes and interactive prototypes, to ensure clarity and ease of use. Finally, in the test phase, I gathered feedback through A/B testing and user testing. I made data-driven improvements to ensure that Activity Connect met user needs effectively while providing a frictionless experience for both activity seekers and businesses.

IDEATION

Who

Individuals and parents looking for activities and classes, and businesses wanting to promote their offerings.

What

Users can search, compare, and register for activities, while businesses can list and promote their services.

Where

At home, work, or on the go—anytime they need to find or manage activities.

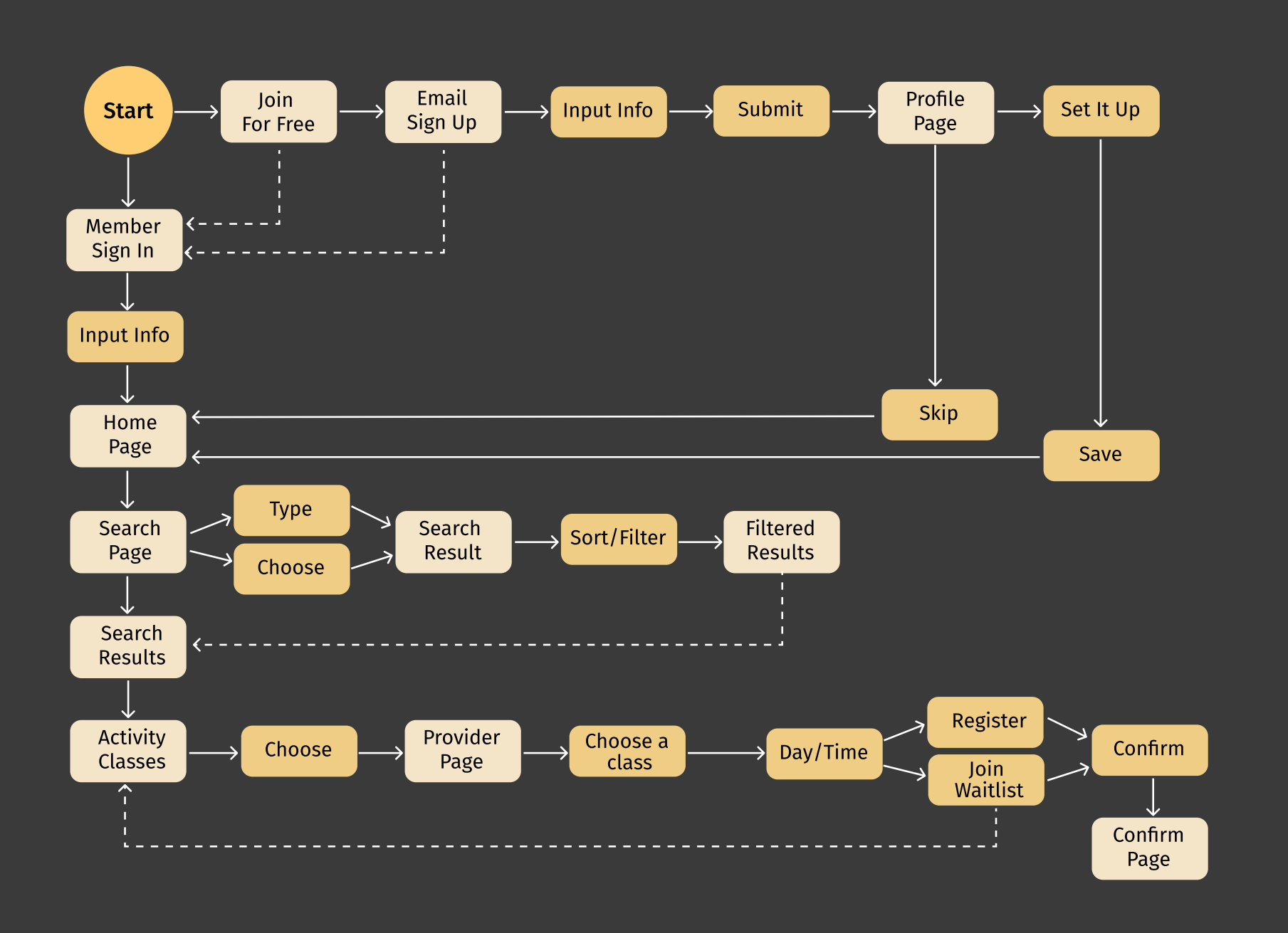
Why

It simplifies activity discovery and registration, saving users time while helping businesses to grow. Also, a native app provides a faster, smoother experience, supports push notifications, and integrates with GPS and calendars for better usability.

When

When they want a quick and convenient way to find or promote activities without browsing multiple platforms.

USER FLOW

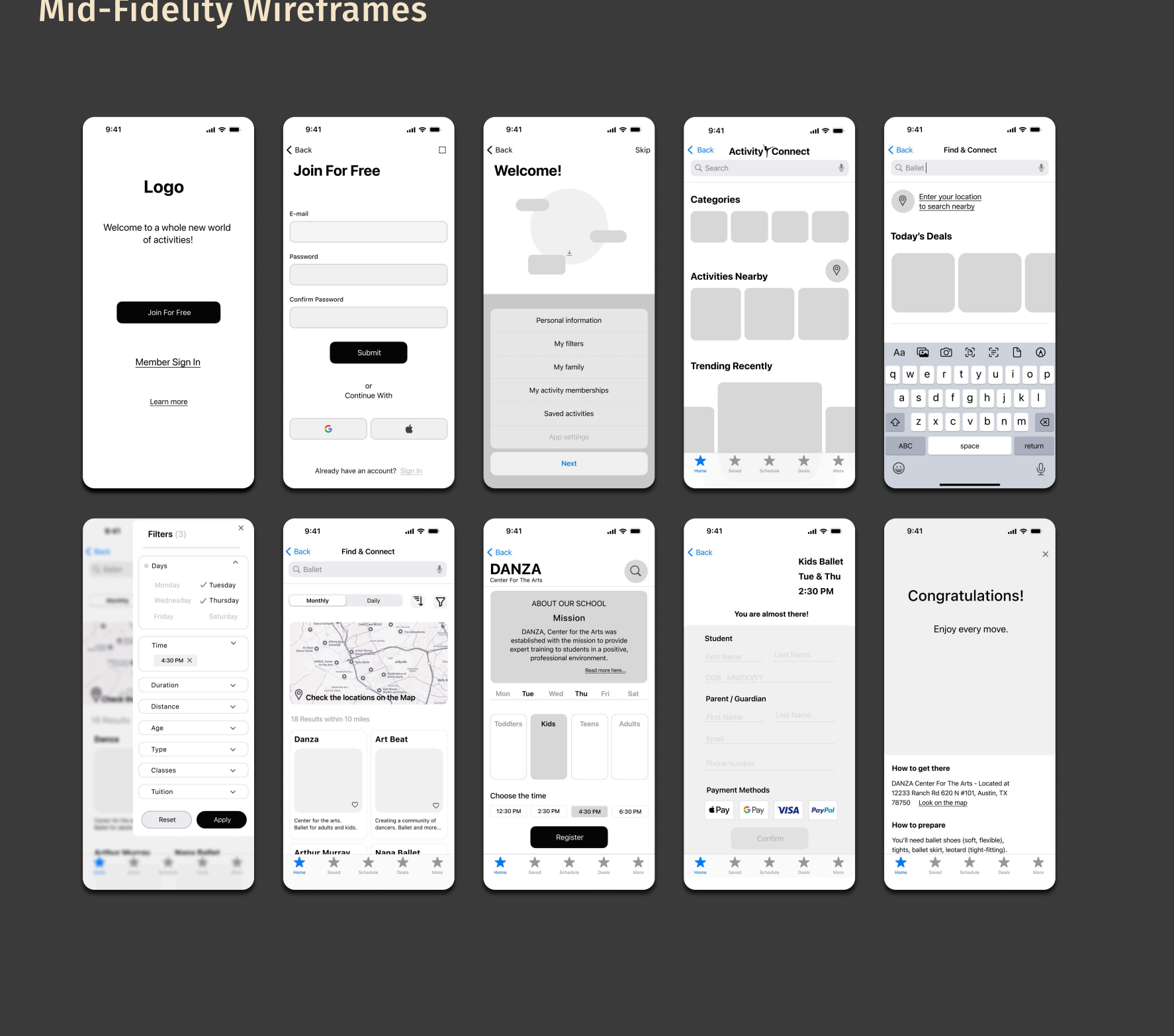


Start
Join For Free
Email Sign Up
Input Info
Submit
Profile Page
Set It Up
Member Sign In
Input Info
Home Page
Skip
Save
Search Page
Type
Choose
Search Result
Sort/Filter
Filtered Results
Search Results
Activity Classes
Choose
Provider Page
Choose a class
Day/Time
Register
Join Waitlist
Confirm
Confirm Page

WIREFRAMES

Mid-Fidelity Wireframes

Apple iOS



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Today's Deals
Filters
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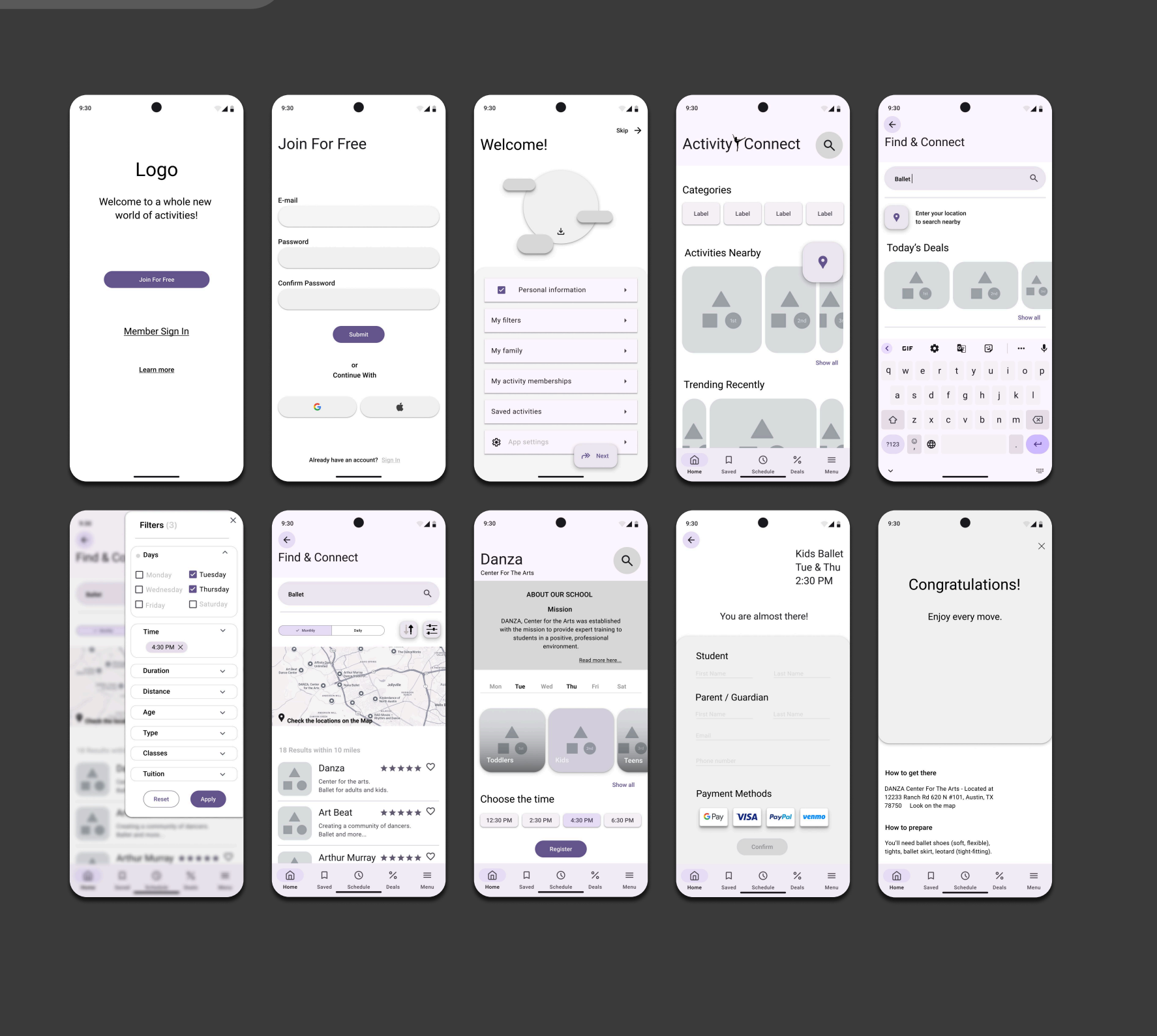
Android Material 3



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STYLE GUIDE

Colors

The Activity Connect color palette balances functionality and vibrancy to enhance usability.

Dark tones provide a sleek and professional look for menus and navigation.

Soft accents highlight selected fields for clarity.

Text colors ensure readability.

Gradient buttons create a dynamic call-to-action, while the radial gradient background adds depth and warmth, making the interface inviting and engaging.

FFFFFF
E4E4E2
595959
151515
FBD738
FDA457
FF3E70
5D5FEC
FF3E70
5D5FEC

Typography

Aa
San Francisco

SF Pro Display Bold
SF Pro Heading Bold
SF Pro Body Regular
SF Pro Callout Emphasized/Regular

Aa
Roboto

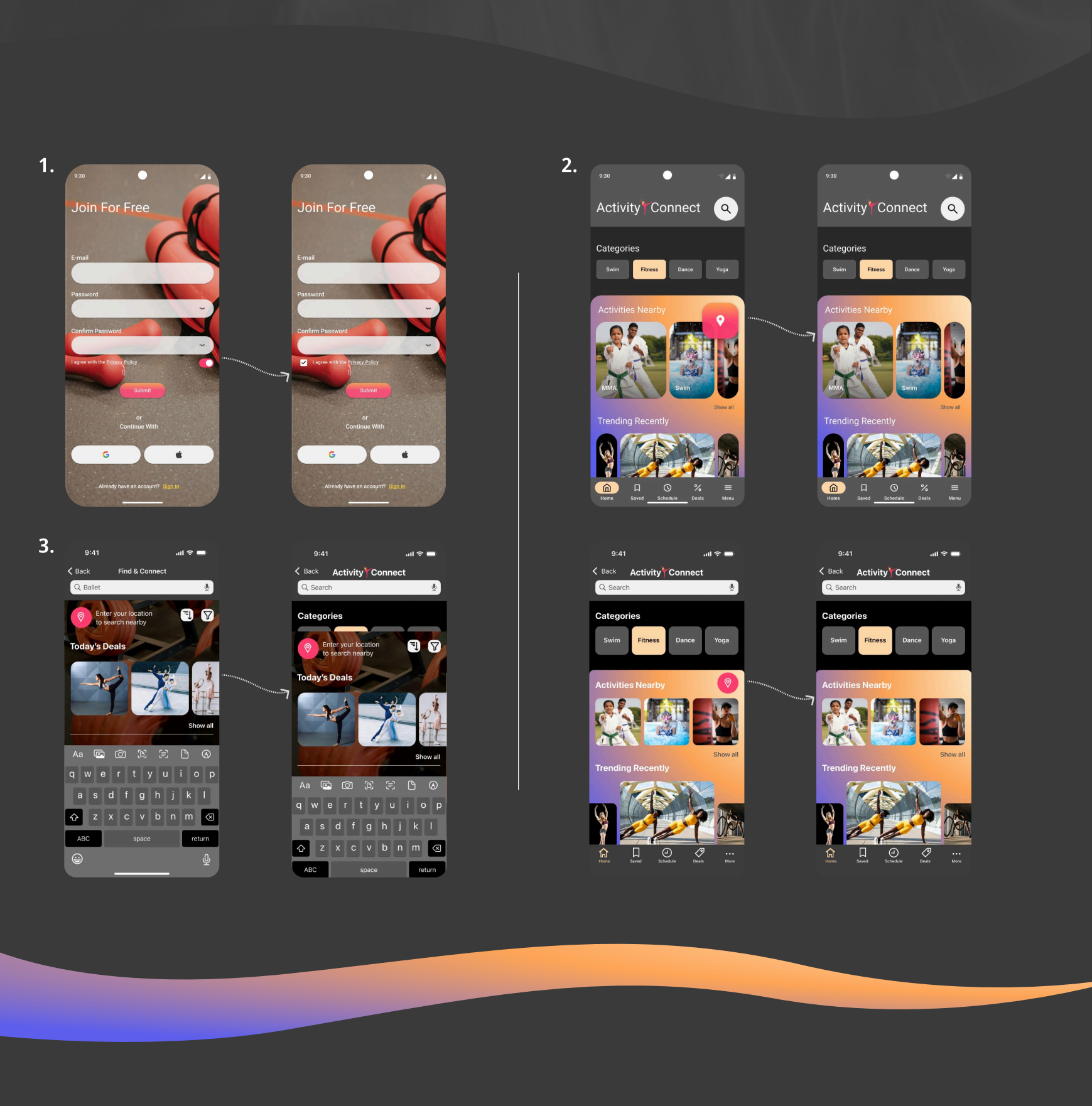
M3 Display Medium/Small
M3 Headline Small
M3 Title Large/Medium
M3 Body Large

USABILITY TESTING

Usability testing provided valuable insights into user challenges, allowing me to refine the design for a smoother experience. Based on feedback, I made key changes to enhance clarity, simplify navigation, and improve usability.

Key Improvements

1. Clearer Privacy & Policy Selection – Replaced the toggle switch with a checkbox for better user understanding.
2. Simplified Location Input – (iOS) Removed the location button. Now, users are prompted to share their location or enter it on the search page. (Android) – Removed the floating action button (FAB). Now, users are prompted to share their location or enter it manually.
3. Streamlined Search Experience – By eliminating the need to navigate, the extra search page was removed. The search bar now opens with an overlay keyboard on the home screen.



1.
2.
3.
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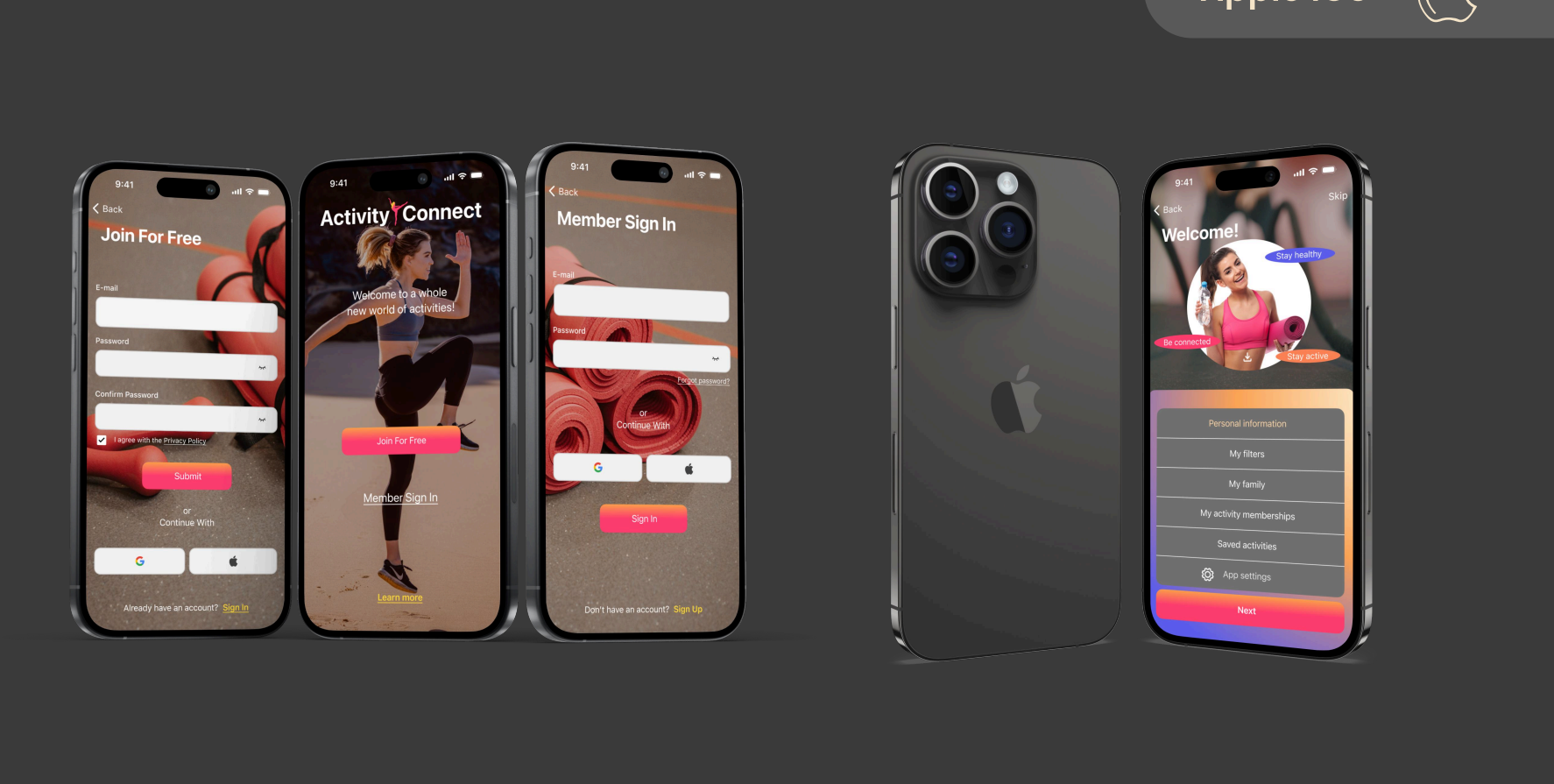
FINAL SCREENS & FEATURES

- User Friendly Onboarding
- Personalized Accounts
- Advanced Search & Filters
- Side-by-Side Comparison
- Seamless Booking & Registration

Apple iOS



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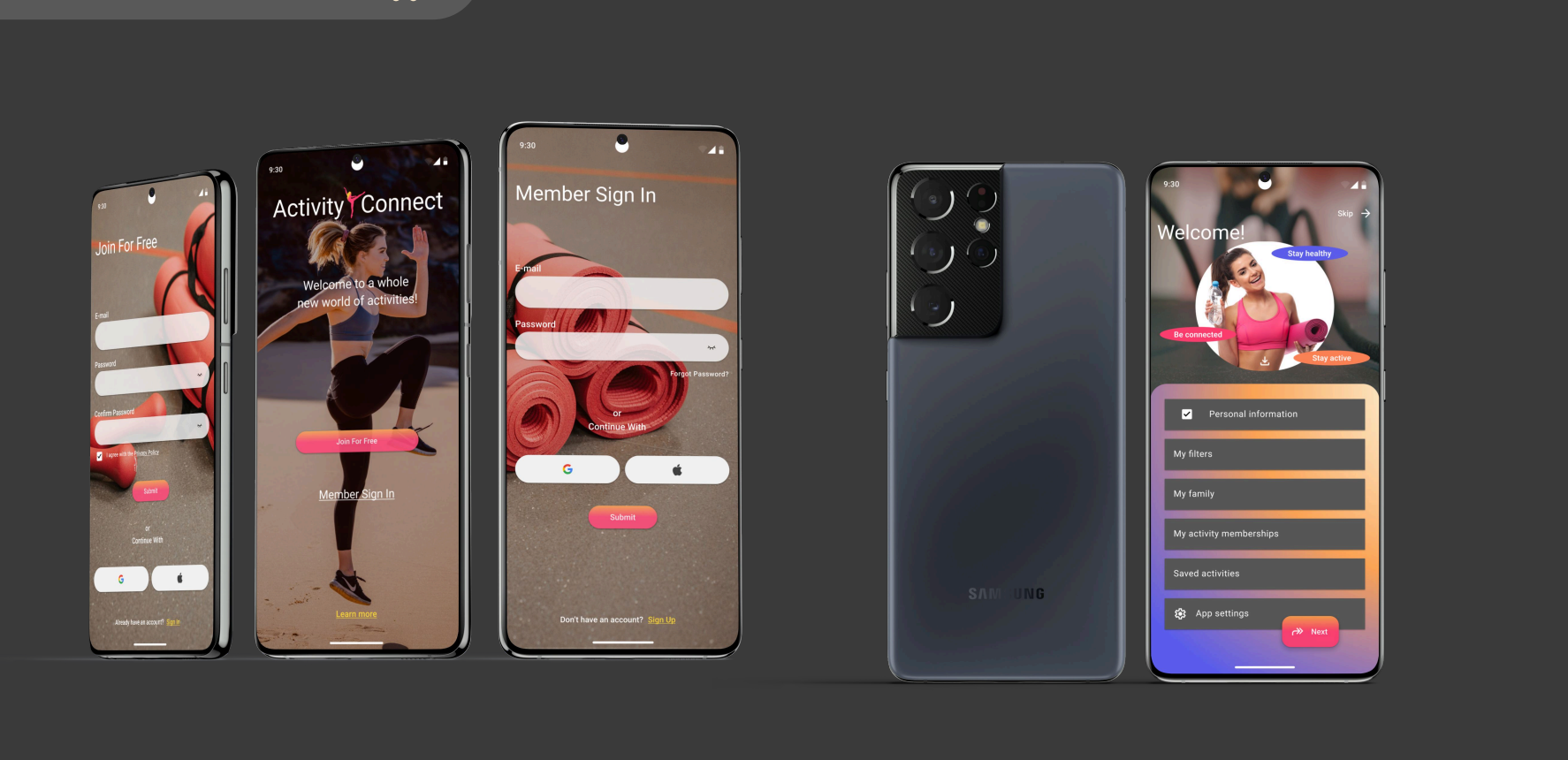
Member Sign In

Android Material 3



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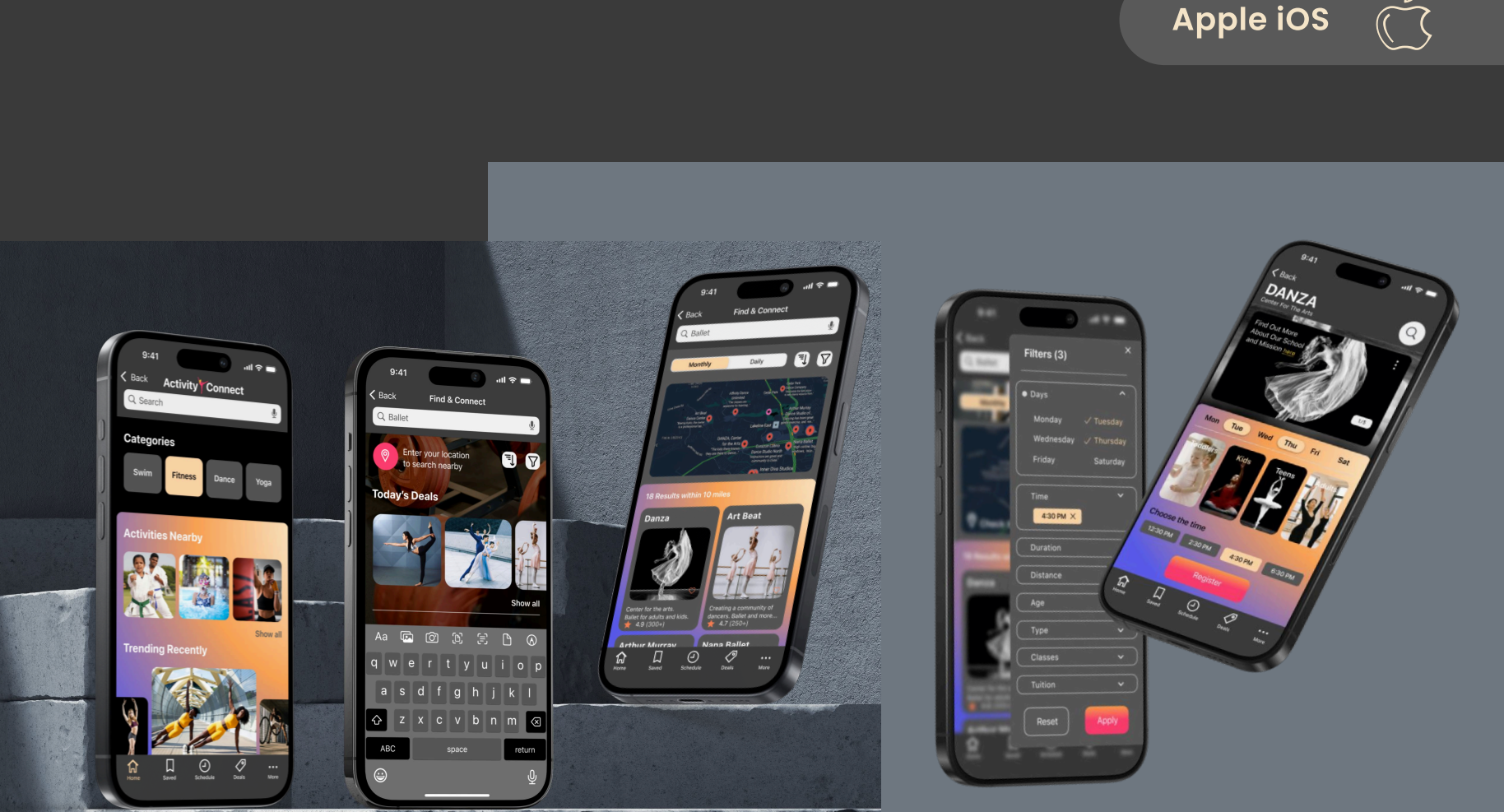

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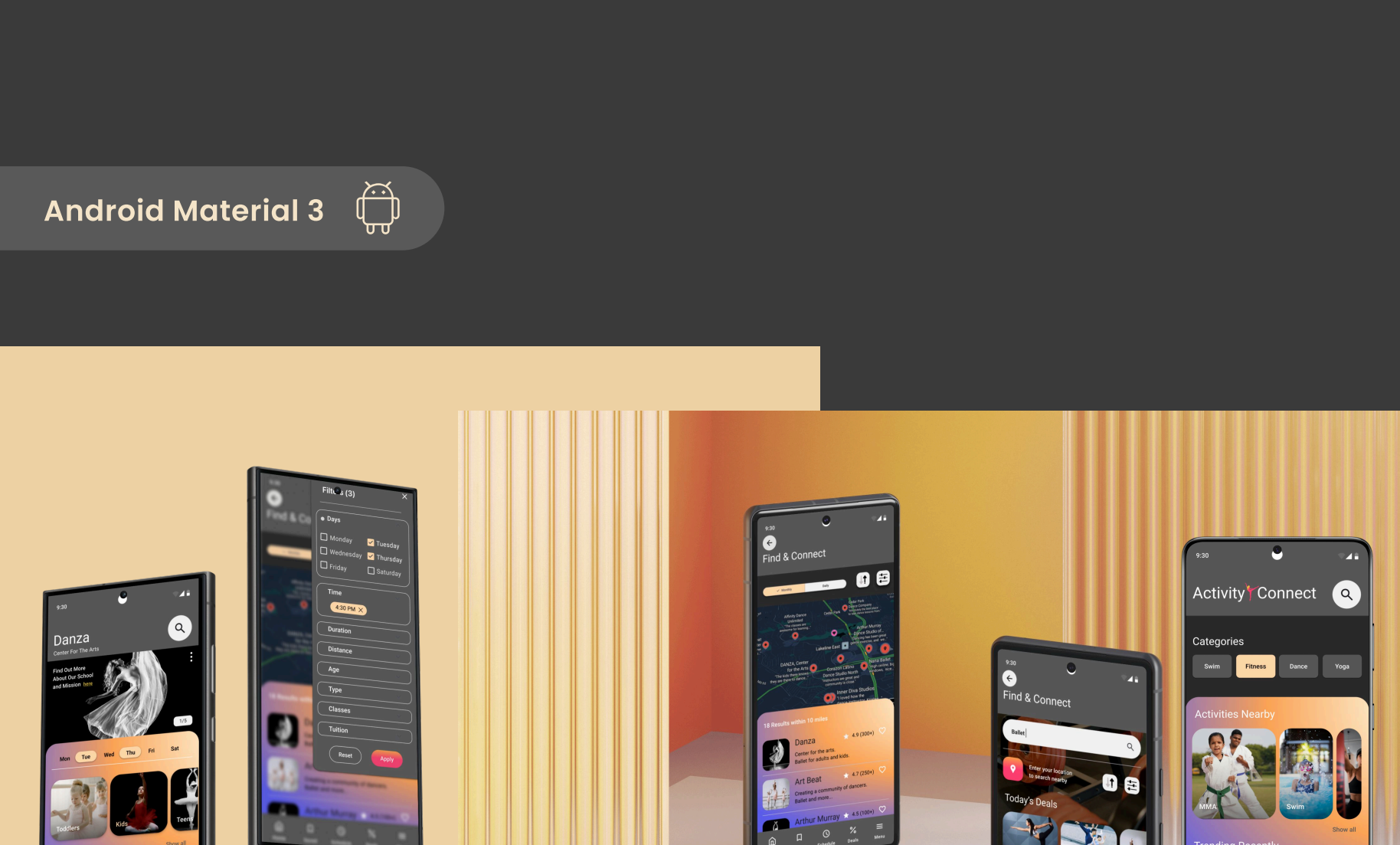
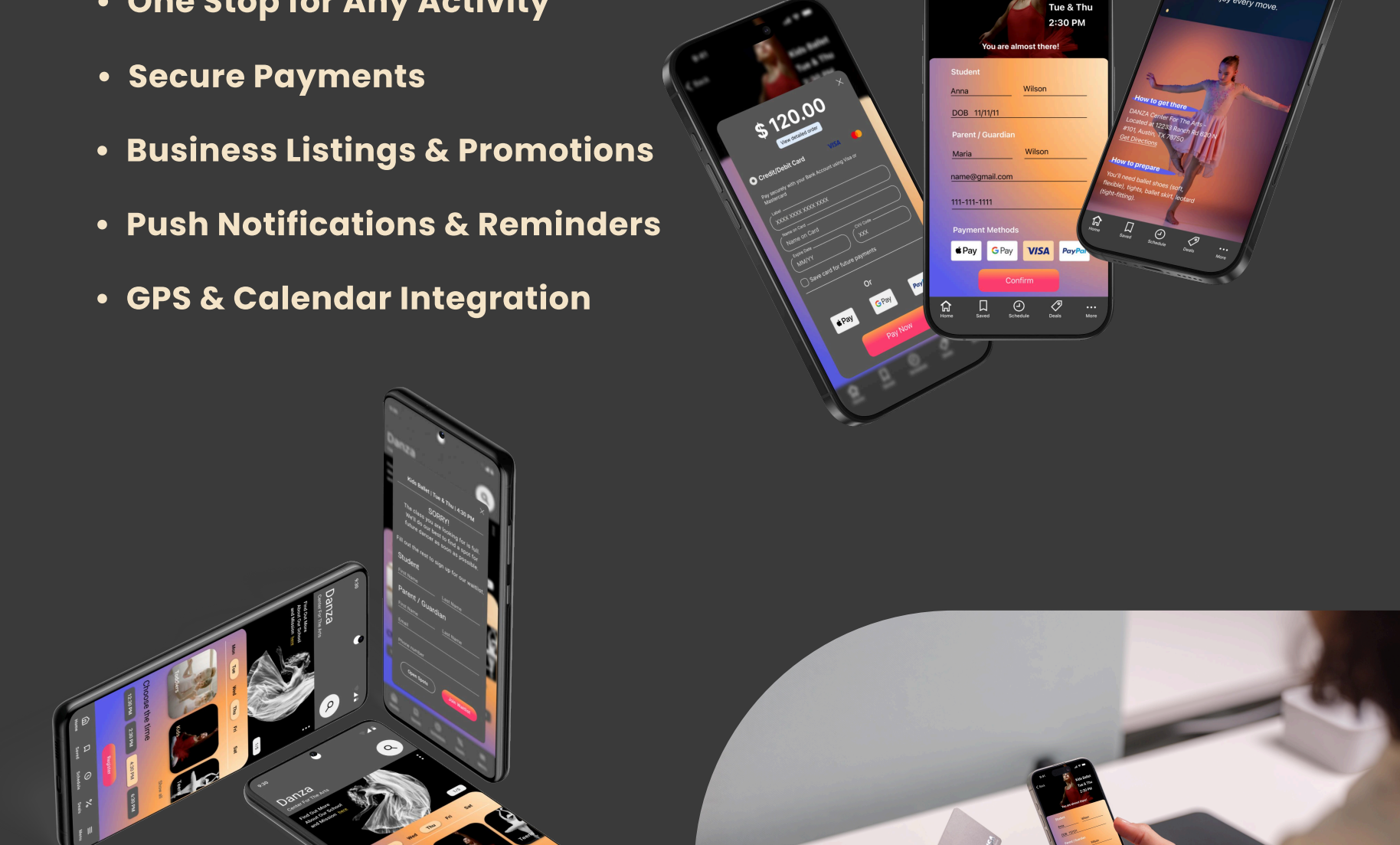


Other Features

- One Stop for Any Activity
- Secure Payments
- Business Listings & Promotions
- Push Notifications & Reminders
- GPS & Calendar Integration



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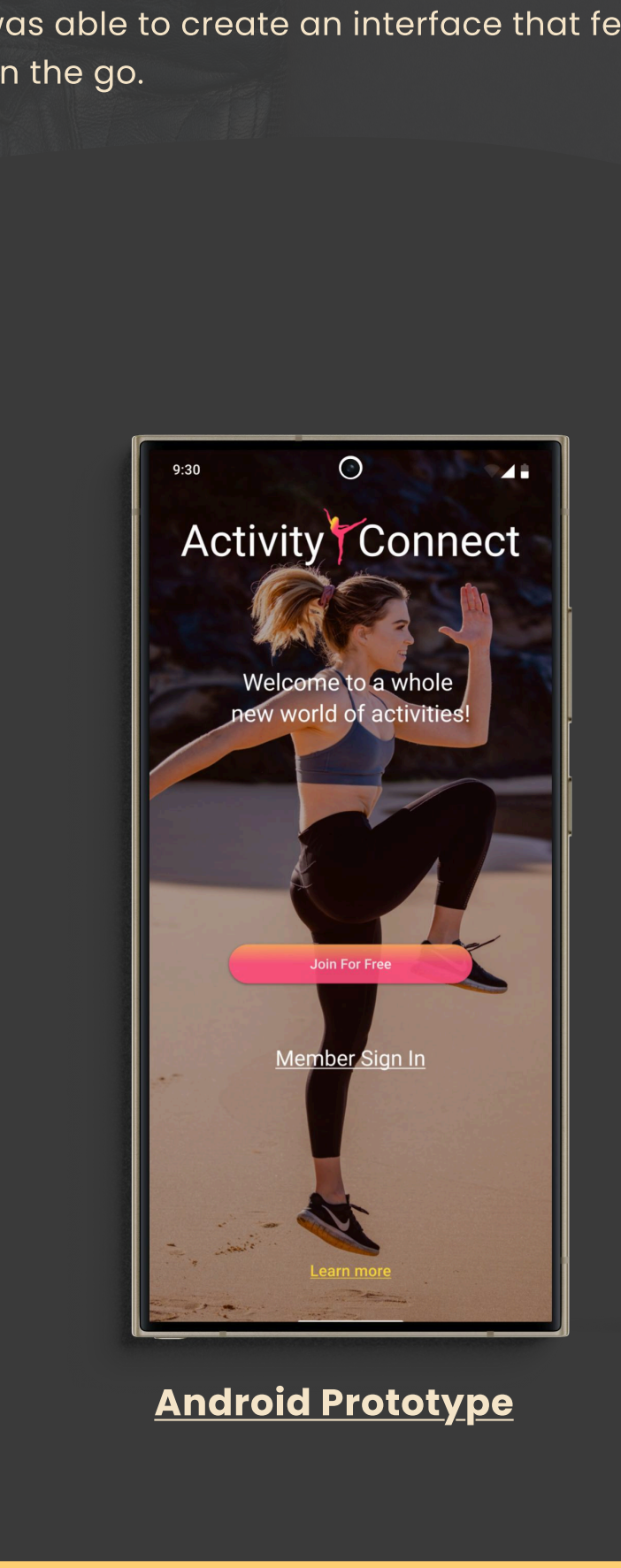
REFLECTION & KEY LEARNINGS

- **User feedback is essential.** Even minor usability issues can create confusion and disrupt the flow. Regular feedback sessions helped me uncover small yet impactful problems early, ensuring the final design was more intuitive and user-friendly.
- **Iterative design and testing** helped me refine core features and improve overall clarity. Revisiting and improving designs after each testing round allowed me to align the app more closely with real user needs and expectations.
- **Balancing the needs of two user groups** (activity seekers and businesses) required clear user flows and focused design decisions. It was important to design with empathy for both perspectives, ensuring that the interface supported each group's goals without cluttering or complicating the experience.
- **Designing for both iOS and Android platforms** highlighted the importance of platform-specific guidelines. I learned how small differences in layout and interactions can affect usability, so I adapted the design to make it feel natural and comfortable on both.
- **Simplicity and intuitive navigation** significantly enhance the user experience, especially on mobile. By reducing visual noise and focusing on essential actions, I was able to create an interface that feels effortless to use, even for first-time users on the go.



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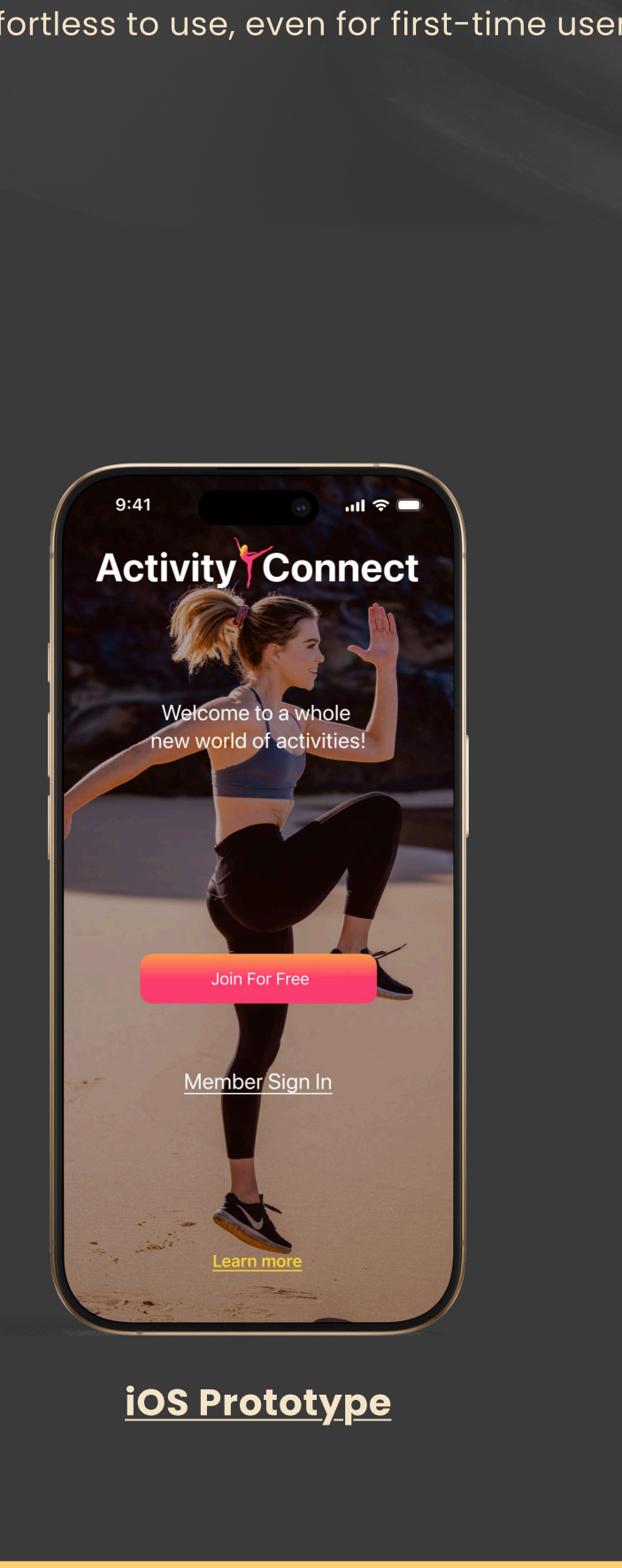
Android Prototype



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iOS Prototype

Thank You for Checking Out!

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